

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

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August 21, 1997

RJR Account #468800

Mr. R. Honahan

NORTH COUNTRY CANDY & TOBACCO

Summer WINSTON B2GF CAP / PROMOTION #700927

Dear Rick:

WINSTON regular product has been ordered (see quantities listed below), as well as 9 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u>	<u>Case</u>	
	<u>Brand Style</u>	<u>Size</u>	<u>#/ Cases</u>
12300-11212	Full Flavor Box	12M	<u>1</u>

Product / Premium Arrival:

September 15, 1997

Ship Date to Retail:

Week of: September 23, 1997

SKU CUBE:

2.5480

SKU WT (w/o Product):

8.2000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$N/A

Non-EFT \$ Amount:

\$714.21

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-2-

B2GFP

NORTH COUNTRY CANDY & TOBACCO

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$16.80 (0.6 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162201

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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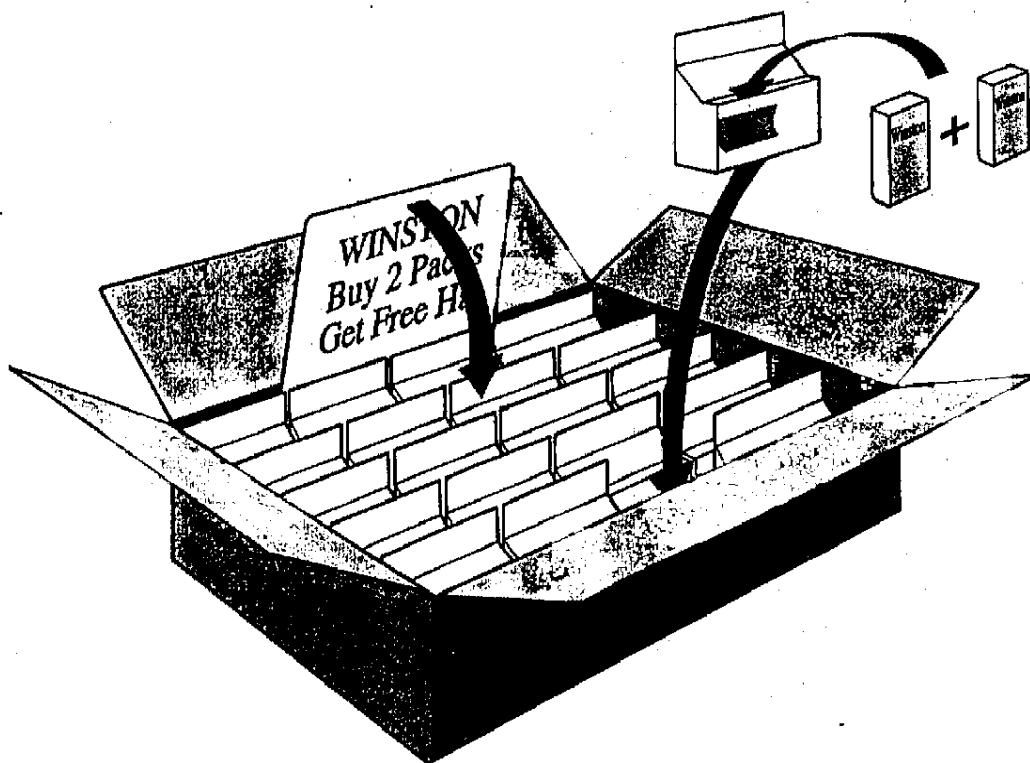
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

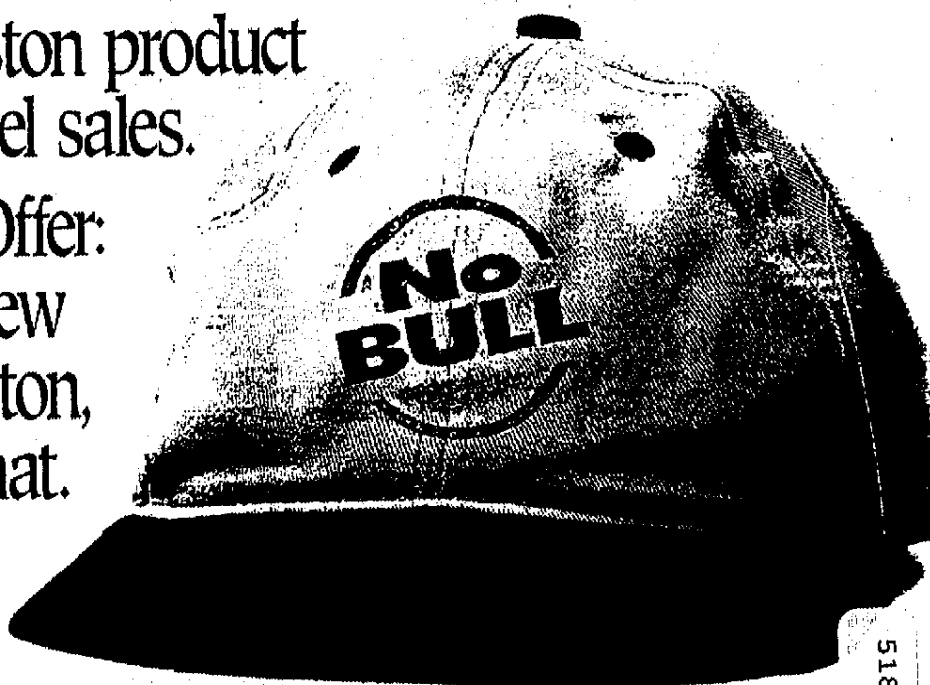
Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	ff Box					
Number of Cartons	4					

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The right premium CAPS everything off

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



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No additives in the smokes.
Lots of additives in
your cash register.

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 3
DATE: 97-08-11
TIME: 03:14 PMWHOLESALER : 468800 NORTH COUNTRY CANDY <DIRECT>
TEMPLATE : 700927 71000 WIN OCT HAT
TEMPLATE SEQ : 0018
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162239	089125	MAIN STREET MOBIL	CORNER MAIN & MIN	CANTON	NY	13617	2				(315)386-8652
162201	162239	171471	CALENDER'S MARKET	526 FACTORY ST	WATERTOWN	NY	13601	1				(315)782-9754
162201	162239	347244	M & M MARKET	23 HAILESBO RO ST	GOUVERNEUR	NY	13642	1				(315)287-2978
162201	162323	530068	SEVEN TO ELEVEN M M	ROUTE 3	SARANAC	NY	12981	1				(518)293-1140
162201	162239	748793	GOLD STAR DELI	343 ARSENAL ST	WATERTOWN	NY	13601	1				(315)782-6151
162201	162239	763029	HEUVELTON DELI	ROUTE 812	HEUVELTON	NY	13654	1				(315)344-7039
162201	162239	423718	COLTON MINI MART	BOX 111 - RT 56 &	COLTON	NY	13625	1	NYS			(315)262-1100
162202	162239	541936	SACKETS HARBOR GEN	240 DODGE AVE	SACKETS HARBOR	NY	13685	1				(315)646-2235

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 9

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 9

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